

ORDER



Orders
Order / Rev: 67579
Alt Order #: 9850073 /Brad
Product Desc: BOB CASEY FOR SENATE
Estimate:
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/22/12 / 10/23/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Casey/D/Senate
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	48	\$22,015.00	\$18,712.75
10/29/12	10/29/12	14	\$6,080.00	\$5,168.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$22,015.00	\$18,712.75	0.00
November 2012	14	\$6,080.00	\$5,168.00	0.00
Totals	62	\$28,095.00	\$23,880.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	17%	\$28,095.00
Market	100%	\$165,264.71

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	1%	\$1,652.65
WGAL	46%	\$76,021.76
WHTM	27%	\$44,621.47
WLYH	0%	\$0.00
WPMT	9%	\$14,873.82

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	4	\$175.00	P-3	0.00	NM	13	\$6,850.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/24/12-10/29/12	M-F 11a-12p See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p		M-WThF----		:30		(\$175.00)		0.00	NM		
2	WHP	10/24/12-10/29/12	M-F 11a-12p See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p		M-WThF----		:30		(\$175.00)		0.00	NM		
3	WHP	10/24/12-10/29/12	M-F 11a-12p See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p		M-WThF----		:30		(\$175.00)		0.00	NM		
4	WHP	10/24/12-10/29/12	M-F 11a-12p See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17	11a-12p		M-WThF----		:30		(\$175.00)		0.00	NM		

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Advertiser: Casey/D/Senate
 Product Desc: BOB CASEY FOR SENATE
 Estimate: WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	4	\$175.00	P-3	0.00	NM	13	\$6,850.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WHP	10/24/12-10/29/12	Mon Reg 1			8:00 PM-8:30 PM	8:00 PM-8:30 PM-----	:30		\$1,300.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
6	WHP	10/24/12-10/29/12	NFL RS Game Early			1p-4p	-----SaSu	:30		\$1,300.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
7	WHP	10/24/12-10/29/12	Fri Reg 2			9p-10p	-----F----	:30		\$900.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
8	WHP	10/24/12-10/29/12	Mon Reg 1			8:30 PM-9:00 PM	8:30 PM-9:00 PM-----	:30		\$1,300.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
9	WHP	10/24/12-10/29/12	NFL RS Pre Game			12p-1p	---Th-SaSu	:30		\$300.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
10	WHP	10/24/12-10/29/12	SEC Day Game			Various	-----Sa--	:30		\$200.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
11	WHP	10/24/12-10/29/12	M-F 11a-12p			11a-12p	M-WThF----	:30		\$325.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
12	WHP	10/24/12-10/29/12	M-F 11a-12p			11a-12p	M-WThF----	:30		\$325.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
13	WHP	10/24/12-10/29/12	M-F 11a-12p			11a-12p	M-WThF----	:30		\$325.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
14	WHP	10/24/12-10/29/12	M-F 11a-12p			11a-12p	M-WThF----	:30		\$325.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
15	WHP	10/24/12-10/29/12	M-F 5a-6a News			5a-6a	M-WThF----	:30		\$30.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
16	WHP	10/24/12-10/29/12	Late Late Show			1235a-135a	M-WThF----	:30		\$20.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
17	WHP	10/24/12-10/29/12	SEC Day Game			Various	-----Sa--	:30		\$200.00		0.00	NM		
	Ⓜ		MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]												
N 2	WHP	10/24/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/24/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-WTF--		5				\$110.00		0.00			
N 4	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 5	WHP	10/24/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 6	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
N 7	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 8	WHP	10/23/12	10/29/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 9	WHP	10/23/12	10/29/12		CM	7p-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

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Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Reg 1 Sun 7p-8p											
N 10	WHP	10/23/12	10/29/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
N 11	WHP	10/23/12	10/29/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N 12	WHP	10/23/12	10/29/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u> 1	<u>Ch</u> WHP	<u>Date Range</u> 10/23/12-10/29/12	<u>Description</u> Thu Reg 2			<u>Start/End Time</u> 9p-10p	<u>Weekdays</u> ---Th----	<u>Length</u> :30		<u>Rate</u> (\$1,400.00)		<u>Rtg</u> 0.00	<u>Type</u> NM		
See MG 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17 [Preempted by NSM]															
N 13	WHP	10/23/12	10/29/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 14	WHP	10/23/12	10/29/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u> 1	<u>Ch</u> WHP	<u>Date Range</u> 10/23/12-10/29/12	<u>Description</u> Thu Reg 1			<u>Start/End Time</u> 8p-9p	<u>Weekdays</u> ---Th----	<u>Length</u> :30		<u>Rate</u> (\$1,700.00)		<u>Rtg</u> 0.00	<u>Type</u> NM		
See MG 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17 [Preempted by NSM]															
N 15	WHP	10/23/12	10/29/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N 16	WHP	10/23/12	10/29/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N 17	WHP	10/23/12	10/29/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u> 1	<u>Ch</u> WHP	<u>Date Range</u> 10/23/12-10/29/12	<u>Description</u> Mon Reg 3			<u>Start/End Time</u> 10p-11p	<u>Weekdays</u> M-----	<u>Length</u> :30		<u>Rate</u> (\$1,300.00)		<u>Rtg</u> 0.00	<u>Type</u> NM		
See MG 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17 [Preempted by NSM]															
N 18	WHP	10/23/12	10/29/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
N 19	WHP	10/23/12	10/29/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N 20	WHP	10/23/12	10/29/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 21	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
<u>Spot</u> 1	<u>Ch</u> WHP	<u>Date Range</u> 10/23/12-10/29/12	<u>Description</u> Sun Reg 2			<u>Start/End Time</u> 8p-9p	<u>Weekdays</u> -----Su	<u>Length</u> :30		<u>Rate</u> (\$1,800.00)		<u>Rtg</u> 0.00	<u>Type</u> NM		
See MG 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16, 1.17 [Preempted by NSM]															
N 22	WHP	10/23/12	10/29/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N 23	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 24	WHP	10/23/12	10/29/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N 25	WHP	10/23/12	10/29/12	Sa Prime Access Rotato Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
N 26	WHP	10/25/12	10/29/12	M-F 5a-6a News CBS 21 News at 5a	CM	5a-6a	M--TF--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
N 27	WHP	10/25/12	10/29/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M--TF--	:30	1	\$20.00	P-3	0.00	NM	1	\$20.00
													Totals	62	\$28,095.00